

In The Claims

Please amend Claims 1 and 20 as follows (Clean copy):

Sub D
A
~~In a system including an advice consumer for gathering broadcast information from a communications medium, a communications system comprising:~~
~~an advice provider which broadcasts information over a communications medium to a third party to target information of interest to consumers;~~
~~wherein said advice consumer is advised of said information if said information meets certain predetermined relevance criteria;~~
~~a reader resident with said advice consumer that determines relevance of said broadcast information; and~~
~~wherein said advice provider offers highly targeted advice without compromising individual privacy.~~

Sub B
A2
~~20. In a system including an advice consumer for gathering broadcast information from a communications medium, a communications method comprising the steps of:~~
~~providing one or more advice providers which broadcast information over a communications medium to a third party to target information of interest to advice consumers;~~
~~advising said advice consumer of said information if said information meets certain predetermined relevance criteria;~~
~~providing a reader resident with said advice consumer that determines relevance of said broadcast information; and~~
~~said advice provider offering highly targeted advice without compromising individual privacy.~~